

METHOD OF GENERATING OR INCREASING PRODUCT SALES  
THROUGH THE DISSEMINATION OF ON-LINE CONTENT FOR FREE  
OVER A DISTRIBUTED COMPUTER NETWORK

ABSTRACT OF THE DISCLOSURE

The present invention provides legal dissemination of multimedia content without DRM and without a threat of legal recourse. The present invention provides a system wherein a multimedia digital file is supplied with information (e.g., advertisements), regarding one or more of a consumer goods company's products or services. The multimedia file and accompanying information is disseminated, preferably for free, over a global communications network (e.g., the Internet), and preferably within the file-sharing community.